

MEMORANDUM

To: Water Advisory Committee
From: Chris DeGabriele, Chair, Technical Advisory Committee
Subject: Common Water Conservation Message
t:\gm\scwa\tac minutes and agenda\2010\water conservation message memo.doc

February 2, 2010

The TAC met on Monday, December 7, 2009 and agreed on a water conservation message as follows:

“Thank you to our customers for doing a great job reducing water use this past summer. The region served by the Russian River remains in drought conditions and it is unknown how much rainfall we will get this winter and spring to replenish our reservoirs. We do expect similar summer water restrictions in the future as environmental compliance activities on the Russian River are likely to limit available water deliveries. Customers are highly encouraged to continue using water efficiently and to make the summer efficiency measures a lifelong habit. We urge you to participate in our water conservation programs (links here: [specific city/district and save our water](#)).”

The TAC agreed that the theme of the message is acceptable and that the WAC consider adopting same for the Water Contractors to use the message theme on their websites and outreach material as appropriate from each contractor.

RECOMMENDATION:

The WAC approve the above water conservation message as a theme for all of the Water Contractors.